

Message Text

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FOR: CU/AF

USIA FOR IOP/DA

EO 11652: NA
SUBJ: AMSPEC THEODORE V. CAM

1. THEODORE V. CAM, PHILADELPHIA ARCHITECT. AMSPEC IOP/DA.
"SOCIAL ROOTS OF ARCHITECTURE"; "ARCHITECTURE AND PLANNING
ECONOMICS". SF -02.

2. QP-0, ED-G, AR-F, RO-F

3. 25-MINUTE ADDRESS TO REGIONAL PLANNING COUNCIL ON
"ARCHITECTURE AND PLANNING ECONOMICS" WAS TOO BRIEF AND
NOT WELL DELIVERED.

TWENTY FIVE AUDIENCE MEMBERS (ALL WHITE ARCHITECTS AND TOWN
PLANNERS) APPRECIATED HIS ARCHITECTURAL EXPERTISE BUT
QUESTIONED HIS UNDERSTANDING OF BASIC SOUTH AFRICAN ECONOMIC
SITUATION. CAM'S SUGGESTIONS AS TO SOLUTIONS OF LOCAL
PROBLEMS SEEMED TO AUDIENCE AN INAPPROPRIATE TRANSFER OF
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AMERICAN EXPERIENCE. REMARKS IN CONSULTATIONS PRECEDING
PRESENTATION WERE MORE EFFECTIVE THAN PREPARED TALK.

4. 30-MINUTE PRESENTATION AT UNIVERSITY OF ZULULAND ON "SOCIAL
ROOTS OF ARCHITECTURE" WAS WELL STRUCTURED AND DELIVERED.
300 BLACK STUDENTS AND FACULTY MEMBERS PARTICIPATED ACTIVELY
IN 60 MINUTE DISCUSSION WHICH FOLLOWED. A MUCH MORE RELAXED

AND EFFECTIVE PERFORMANCE. 90 MINUTES OF CONSULTATION WITH FACULTY MEMBERS AT END OF PROGRAM WENT WELL.

5. 90-MINUTE DISCUSSION WITH BLACK AND WHITE COMMUNITY WORKERS AT DIAKONIA (AN ECUMENICAL COMMUNITY DEVELOPMENT AGENCY) WAS GENERALLY POOR. CAM'S REMARKS ESSENTIALLY TOO GENERAL AND BORDERED ON BEING CONDESCENDING.

6. 20-MINUTE PRESENTATION AT UNIVERSITY OF NATAL SCHOOL OF ARCHITECTURE ON "ARCHITECTURE AND PLANNING ECONOMICS" WAS MUCH BETTER THAN EARLIER ONE ON THIS TOPIC. AUDIENCE OF ABOUT 26 WHITE STAFF AND STUDENTS APPRECIATED HIS DIRECT APPROACH TO ARCHITECTURE AND PLANNING IN DEVELOPING AREAS.

7. AS ABOVE REPORT INDICATES, CAM'S PERFORMANCES WERE UNEVEN. HIS TENDENCY TO TALK AT LENGTH ABOUT HIMSELF DURING PRESENTATIONS WAS IRRITATING TO SOME OF HIS AUDIENCES. FOR THESE REASONS HIS PROGRAM DID NOT SERVE POST'S OBJECTIVES WELL, ALTHOUGH HIS VISIT DID HAVE SOME POSITIVE ASPECTS, ESPECIALLY REGARDING NEED FOR COMPREHENSIVE APPROACH TO PLANNING.

HUGHES

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